CANADIAN MOVING PICTURE
DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTY-FIRST YEAR OF PUBLICATION 1915-1956

RAY LEWIS
FOUNDER
1915-1954

FIRST WITH THE FILM NEWS IN CANADA

VOL. 48, NO. 4 | Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED | JANUARY 21, 1956

Dominion Censorship Recommended

By JAY L. SMITH

Like everyone who makes their livelihood in the Motion Picture Industry, nothing can thrill me quite as much as a GOOD picture, and I am happy to report that I have seen a number of not just GOOD pictures lately, but some really outstanding ones, pictures that cannot fail to boost box-office grosses at theatres from one end of this country to the other.

Biggest grosser on the motion picture screens currently, of course, is Samuel Goldwyn's production of "Guys and Dolls," released by Metro-Goldwyn-Mayer. So much has already been written and spoken about this picture that anything I might add could only be repetition, but I must go on record as stating that it is one of the greatest pieces of sheer entertainment ever to reach the screen. I know a number of people who have already seen "Guys and Dolls" three times, and have expressed the intention of seeing it again.

The performances of all four stars, Frank Sinatra, Marlon Brando, Jean Simmons and Vivian Blaine, are so outstanding that the picture has to be seen more than once, so that the full scope of their performances can be appreciated. Nothing, in recent years, with the possible exception of the advent of CinemaScope, has done more to stimulate enthusiasm in our Motion Picture Industry than the release of "Guys and Dolls."

I have already mentioned the screening I attended of Warner Bros.' "The Court Martial of Billy Mitchell." Starring Gary Cooper in one of his greatest roles, this picture has opened to smash business in all its initial engagements in the U.S., and I have already pre-

(Continued on Page 2)

Shuttleworth Proposes First Step—One Western Censor Brd.

Toronto: A national film censorship plan for all Canada has been urged again this time at Winnipeg where Hon. C. L. Shuttleworth, who has jurisdiction over the Manitoba censors, has taken the first step toward a country-wide organization by proposing a single board of censors for the four Western provinces. It was pointed out that the Manitoba board already passes on pictures for Northwestern Ontario and places its facilities at Winnipeg at the disposal of the Saskatchewan censor.

Ontario's Censor Board head O.

(See CENSORSHIP Page 6)

G. P. Wright New E-U Toronto Branch Mgr.

Toronto: A. W. Perry, President of Empire Universal Films, announced that Joe Garfin, formerly manager of Calgary and Toronto branches, and who has been with the company for approximately

(See WRIGHT Page 2)

Kim Novak Star of Columbia's "Picnic" Making PA's in Toronto Feb. 15 & 16 and Montreal Feb. 17

JARO & Odeon Tie-up With Miss Canada Contest Across Country

Toronto: The Rank Organization and Odeon Theatres (Canada) Limited, jointly announced last week-end that they will be participating in the 1956 Miss Canada Pageant, and that the winner will be flown to England via Trans-Canada Air Lines "Super Constellation", where she will be a guest of The Rank Organization and receive a screen test. This is the greatest opportun-

(See MISS CANADA Page 2)

Famous Sponsor Teen Age Advisory Group

Fort William: A new organization formed in Fort William and sponsored by Famous Players is called the Famous Teeners' Advisory Council. Local supervisor Jim Cameron acts as councellor to the group, which is composed of

(See FAMOUS Page 3)

Manitoba Exhibitors Press Tax Campaign

Winnipeg: The Manitoba Exhibitors Assoc. are continuing to press in their campaign for the removal or reduction in the present Amusement Tax. Ben Sommers, president of the Association has sent a letter to every exhibitor urging their active support in the campaign. The letter follows.

"I know this letter looks kind of long-winded, but you'll be doing yourself a favor to read it carefully. You and I are faced with an important problem—the high Am-

(See MANITOBA Page 6)

Better Pictures In '55 Newton Reports

Winnipeg: A year of self-censorship by a movie industry hard hit by television has meant light work for the Manitoba film censorship board, Merlin Newton, chairman of the board, reported.

Mr. Newton said the motion picture industry responded to the pinch of television by making

(See NEWTON Page 2)

Reg Doddridge, Calg.

Calgary: Following the appointment of Frank Scott to the J. Arthur Rank Film Distributors Toronto head office, his previous position as branch manager in Calgary has been filled by Reg Dodd-

(See DODDRIDGE Page 3)

Industry Heads Support Chaplin's Audience Project For Theatres

Toronto: A special meeting, last Tuesday afternoon, called by Charles S. Chaplin, chairman of the Public Relations Committee of the Motion Picture Industry Council, with the heads of the two major theatre circuits Rube Bolstad, Famous, and Frank Fisher, Odeon, and publicity directors of the distributor companies in attendance, endorsed an Audience Participation Plan, tied-in with the upcoming Academy Awards.

The plan, outlined by Chaplin,

(See PUBLIC RELATIONS P. 10)

Hi-Art, Weyburn

Weyburn: Hi-Art Theatre in Weyburn has been reopened under the new management of Rothstein Theatres, Ltd.

Opening night's proceeds went to the Weyburn Rotary Club.

(See HI-ART Page 3)

THE DIGEST REGRETS TO REPORT THAT COL. J. A. COOPER, DIED, TUESDAY, JANUARY 17, AT HIS HOME IN TORONTO.

On the Beam

(Continued from Page 1)

dicted equal success for it in Canada.

At the invitation of Gordon Lightstone, Paramount's genial Canadian G.M., I stole two hours out of a busy schedule one day last week to catch a private screening of Hal Wallis' latest production, "Rose Tattoo," co-starring Anna Magnani and Burt Lancaster. Who says "Crime Does Not Pay?" Never have stolen minutes proven so rewarding; for two hours I sat spell-bound watching one of the most magnificent performances by an actress that it has ever been my privilege to see. Now, at last, I know what Lightstone has been raving about these past several months, ever since he saw some of the rushes on the picture. "Magnani the Magnificent," they call her, and how magnificent she is, as she gives out with a performance that is in a class by itself.

If I were to tell you that a female, well past the blush of youth, not at all beautiful or even pretty in the Hollywood sense of the word, with a figure that screams for the assistance of a girdle, unkempt, untidy, and with a coiffeur that would drive Antoine of Paris to the brink of suicide, could still exude an aura of sex-appeal so powerful that it is almost indecent, you would think me crazy with the cold, and normally you would be right. But go and see Anna Magnani in Paramount's "Rose Tattoo" and then try and give me an argument.

Several weeks ago I attended a private screening of the new Columbia picture, "Picnic," starring William Holden, Kim Novak and Rosalind Russell, with Betty Field, Susan Strasberg and Cliff Robertson. Filmed in CinemaScope and Technicolor, with superlative production by Fred Kohlmar and outstanding direction by Joshua Logan, "Picnic" is one of the finest pictures ever to come out of the Columbia Studios. Definitely Academy Award material, the picture should prove one of the company's biggest grossers in several years, exceeding "On the Waterfront" and "Caine Mutiny." One scene alone, the picnic scene from which the film derives its title, is a classic of entertainment.

And just to prove that when they set their minds to it, the British can turn out a comedy equal to Hollywood's best, JARO have in current release the Technicolor VistaVision production, "Doctor at Sea," starring Dirk Bogarde, Brenda DeBanzie, and James Robertson Justice, and with a new French gal, Brigitte Bardot, that given a series of proper roles, may well prove the "hottest" article to come out of France since the original "Mademoiselle from Armentieres."

These are just a few of the really outstanding motion pictures I, myself, have been able to catch in the past few weeks. There are more, many more, ready for release, or headed our way in the not too distant future. Newsweek Magazine, in its current issue, devotes four pages to a Movies Special Report, including a special article on Director John Huston.

The Newsweek article lists eleven pictures as being included in the coming year's best bets. These eleven are "The Ten Commandments" (DeMill-Para.), starring Charlton Heston, Anne Baxter and Yul Brynner, for which Paramount top officials are predicting a world gross of anywhere from $50,000,000 to $100,000,000; Tolstoy's "War and Peace" (Ponti De Laurentis-Para.), starring Audrey Hepburn, Henry Fonda and Mel Ferrer; Edna Ferber's "Giant" (Univ.-Int.), starring the late James Dean, Rock Hudson and Elizabeth Taylor, directed by George Stevens; Jules Verne's "Around the World in Eighty Days" (Mike Todd-U.A.), starring David Niven, Cantinflas, Noel Coward, Martin Carol, Marlene Dietrich and Frank Sinatra; "The Spirit of St. Louis" (W-B), produced by Leland Hayward and directed by Billy Wilder, and starring Jimmy Stewart as Charles Lindbergh; "The Man in the Gray Flannel Suit" (20th-Fox), starring Gregory Peck, Jennifer Jones and Fredric March; Rodgers and Hammerstein's "The King and I" (20th-Fox), starring Deborah Kerr and Yul Brynner; Columbia's "Picnic" which we have already discussed; "The Benny Goodman Story" (Univ.-Int.), starring Steve Allen, one of TV's hottest personalities, and Donna Reed; "The Swan" (MGM), a headline attraction starring Grace Kelly and Alec Guinness; and "The Conquerors" (Hughes-RKO), starring John Wayne and Susan Hayward.

Others not included in the Newsweek list, but which we know are certain to be smash box-office hits, as well as outstanding entertainment pieces include Rodgers & Hammerstein's "Carousel" (20th-Fox), starring Gordon MacRae and Shirley Jones; "Bhowani Junction" (MGM), starring Ava Gardner and Stewart Granger; "Anything Goes" (Para.), starring Bing Crosby, Donald O'Connor, Jeanmaire, Mitzi Gaynor and Phil Harris; "Helen of Troy" (WB), starring Rossana Podesta and Jack Sernas; the new Lucille Ball-Dezi Arnas film "Forever Darling" (MGM), co-starring James Mason, and many, many more.

Looks like 1956 is going to be the BIG year for BIG pictures!

NEWTON

(Continued from Page 1)

fewer and better pictures, calling for less use of the censor's scissors.

Hollywood and British pictures have required little censorship but some continental pictures — notably French and Italian — need changes before being shown in Manitoba, Mr. Newton said. However, the French movie industry is beginning self-censorship too.

Sex is not the main target of the snipping. More often, sections of films depicting sadism or brutality are cut.

WRIGHT

(Continued from Page 1)

twenty years, has resigned effective immediately. Mr. G. P. Wright, the announcement continued, formerly of Toronto and branch manager of the Vancouver office, who has been with the company for many years, is returning to Toronto as Toronto Branch Manager.

Charlie Backus who has been with Empire Universal for many

G. P. WRIGHT

years as booker in Vancouver has been appointed Vancouver Branch Manager. It is the policy of Empire Universal that all promotions should be made within the personnel of the organization, the statement concluded.

MISS CANADA

(Continued from Page 1)

ity ever awarded to any Miss Canada winner since the contest's inception.

This year's Miss Canada could easily be a skyrocket to fame for some lovely, young Canadian girl. The Rank Organization hopes that she will prove to be of the calibre necessary to build a star. Final arrangements on the operation of the contest were completed this week, and it is anticipated that the 1956 Pageant will be the greatest ever.

Entry forms and rules will be available at all Odeon Theatres across Canada and local preliminaries will be held at Odeon Theatres in each city and town within the month of May. Winners of local preliminaries will compete in provincial semi-finals on the 12th, 13th and 14th of June. The provincial winners from across the Dominion will then proceed to Hamilton, Ontario, for the Grand finals in July. When Miss Canada appears at the Miss America contest, she will have already been screen tested by The Rank Organization.

Drive-Ins Increase Use Of Ad Films

The drive-in theatre will pile up more than its former share of ads in 1956, say the commercial film distributors.

Drive-ins have increased from six in 1946 to approximately 230 in 1955, reports Fred Stinson, sales manager of Adfilms. "It is a consistent and rapidly expanding market," he says.

TV does not interfere with this boom, according to B. Spero, assistant sales manager, Audio Pictures. "TV is at its poorest in the summer, and people like to get out of the city away from the heat."

Spero explains: "The drive-in is a natural for certain products. It is an excellent market for automotive, oil and gas products because anyone who goes to a drive-in must have a car. Since drive-ins have playgrounds and help solve the baby-sitting problem, they appeal to the family unit."

More manufacturers are becoming aware of the drive-in's potentiality as an ad medium. One large U.S. agency has produced a slide film to educate its own account executives on the value of the drive-in as a market.

Latest figures available from the Dominion Bureau of Statistics show that drive-ins were the only motion picture exhibitors to show increased receipts in 1954.

HI-ART

(Continued from Page 1)

D. J. Mitchell, QC, master of ceremonies, gave a short history of the theatre. It was built in 1911 by the late H. Walsh, T. Robinson, T. McLelland and H. Greig and the name was given it by the owner-manager of the Walker Theatres in Winnipeg. It was opened Jan. 8, 1912.

From 1915 to 1921 it was operated by the late J. A. McKenzie, and from 1921 to 1929 independently by R. C. (Bob) Sutherland. From 1929 to 1952 Mr. Sutherland operated the theatre in partnership with Famous Players and it was sold to Soo Theatres, Ltd. It was closed down in 1954 until bought by Rothstein Theatres last fall.

Mayor J. H. Stavely officially opened the theatre after the ribbon-cutting ceremony was performed by Mr. Sutherland.

Main auditorium of the Hi-Art seats 326 and the balcony accommodates 93. New seats, new screen and new sound and projection equipment have been installed and the interior has been renovated and repainted. The front of the building will be remodelled in the spring.

FAMOUS

(Continued from Page 1)

25 teeners of leadership quality. The group has been formed to develop a better understanding between adults and teeners; to obtain information on job-seeking; to better teener public behavior; and to help the teeners prepare for their place in the adult world. Famous Players and Mr. Cameron are to be commended on their excellent work.

MR. EXHIBITOR!!

We sell and distribute locally, on an exclusive basis, the approved advertising trailers (40 to 60 seconds in colour) for many leading Canadian advertisers.

For CONSISTENT Extra Revenue in 1956

Write - Phone - Wire

ADFILMS LIMITED

77 York St. TORONTO EM. 8-8986

13319-124th Avenue EDMONTON 8-2508

QUEBEC CITY 3-5755

Across the Country

Toronto

A member of the Owen Sound theatre family, long prominent also in winter and summer sports, William Georgas is out of action with a broken leg, the injury being sustained Jan. 10 in the Georgian Bay district while training for the Canadian skiing championships. He is in Owen Sound Hospital. The Georgas brothers are also well known for their success in the annual Canadian Motion Picture golf tournaments on the St. Andrew's course.

• • •

Manager Don Edwards of the Tivoli Theatre, Hamilton, featured a live broadcast Jan. 9 from his stage of the Radio Station CKOC Homemakers Holiday Show for one hour in a competition for an All-Expense Holiday Tour to Bermuda. The special program took place during the third week of "Artists and Models" at the Tivoli.

• • •

The parents of 10-pound Roy Harvey Devlin, first baby born in 1956 at Smiths Falls, Ont., were presented with a month's pass by Manager Walter Lackenbaur of the Soper Theatre.

Incidentally, Clarence and Carl Warner have made application to the Smiths Falls town council for a 20-year franchise to operate a closed-circuit subscription television system in the community by means of coaxial cables to local household sets. A similar community network is operated at Guelph.

Vancouver

The Paradise theatre at Paradise Valley, Alberta, was destroyed by fire. Its a 200-seat house.

• • •

Good news for exhibitors was the rejection of a plea by a number of Vancouver Community centres, for a reduction of the $100 fee for social club licences which are required for playing BINGO.

• • •

Dave Borland, Dominion manager is now in his 33rd year with Famous Players. He was at Regina, Prince Rupert, Nanaimo and Victoria before becoming a fixture at the down-town Dominion.

• • •

Cecil Hughes, manager of the FPC theatre at Nelson is the secretary of the Nelson Hockey Club. Philip Gilbert a Vancouver boy who made good in movies and is now on a 7 year contract with JARO in England was here visiting his parents.

Winnipeg

Visitors to Film Row included Eric Shervin and Son of Leroy, Sask. Sam Karby of Regina, Sask., and representatives of the Air Force stations at Rivers, Man., and Saskatoon, Sask. Haskell Masters, General Manager of Warner Bros., spent a few days in the city.

• • •

John Ferguson, Western Division Manager Famous Players Canadian Corp., spent a week in the Alberta Territory visiting Famous houses and affiliates; while H. Bishop, Supervisor spent a day in Kenora, Ont.

• • •

Dave Babier leaves RKO to take a position outside the industry, and as of Jan. 16th Morley Conner, formerly assistant booker, takes over as Office Manager. Ronnie Brooker, former shipper with United Artists is the new assistant booker.

• • •

Len Reinhorn, Regal Amusements Ltd., Regina, was a visitor to Film Row over the holidays. While here, Mr. Reinhorn announced his engagement to Miss Myrna Newhouse of Winnipeg.

• • •

Phil Geller, manager of Twentieth Century Fox, Winnipeg Branch, recently underwent surgery and is now recovering at home. Due to his illness, Mr. Geller was unable to attend the Twentieth Century-Fox meetings recently held in New York.

DODDRIDGE

(Continued from Page 1)

ridge, a real veteran in the movie industry, 36 years to be exact.

He entered the business in 1919 with Exhibitors Dist. Corp., which handled Robertson-Cole productions, and stayed with them until the company went out of business. He then went to Select Pictures, and remained until they were taken over by Famous Players.

Reg next went on the road for Paramount, whom he left in 1930 to join Canadian Universal Films, staying with the latter company after Empire took it over, and leaving in 1940. He followed this long association with a position at RKO where he finished as branch manager, leaving in 1948 to join J. Arthur Rank Film Distributors as booker, then progressing to salesman, and now branch manager.

Reg Doddridge's move-up caused a vacancy in the Rank Calgary office which has been filled by Sid Bermack, a member of the family already well-known in Toronto film circles. Sid, an enthusiastic young man in his early twenties, has been in film distribution for more than six years, and was until this new appointment, booking and selling for Warner Bros. He will now handle Republic pictures for J. Arthur Rank Film Distributors from the Calgary office.

"PUBLIC PIGEON NO. 1"

Hollywood: R.K.O. has turned to television for the third time in recent weeks to purchase a story for filming as a theatrical feature. The new acquisition is "Public Pigeon No. 1," a comedy by Larry Berns and Don Quinn, which was offered last summer on the Columbia Broadcasting System show.

FOR SALE

YES! 10,000 LATE MODEL USED or RE-CONDITIONED

THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO.

CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM

We are Factory Agents At Bargain Prices

Drop us a line — we will give you photographs and full information.

"LA SALLE"

RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum and Tile Division

945 GRANVILLE ST. MA. 5034

VANCOUVER 2, B.C.

THE CANADIAN MOVING PICTURE DIGEST, Authorized as Second Class Mail, Post Office Department, Ottawa. Jay L. Smith, Editor-in-Chief; Max Chic, Assoc. Editor. Correspondents: Bruce Peacock, Regina; Libby Bookhalter, Winnipeg; Jack Droy, Vancouver; Will McLaughlin, Ottawa; Bill Press, Toronto; Helen Crawley, St. John. Address all mail to Publisher, Canadian Moving Picture Digest Company, Ltd., 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Est. 1915. Publication weekly. Subscription: $5.00 yearly.

"Get your dates in fast
I'm ready for your best
playing
time"

HERBERT J. YATES
presents

YVONNE DE CARLO

in

"FLAME OF THE ISLANDS"

TRUCOLOR BY CONSOLIDATED FILM INDUSTRIES

HOWARD DUFF ZACHARY SCOTT

with KURT KASZNAR • BARBARA O'NEIL • JAMES ARNESS • FRIEDA INESCORT

SCREENPLAY BY
BRUCE MANNING

STORY BY
ADELE COMANDINI

ASSOCIATE PRODUCER-DIRECTOR
EDWARD LUDWIG

A REPUBLIC PRODUCTION

Hear
YVONNE DE CARLO
sing
"Take It or Leave It"
and
"Bahama Mama"

MANITOBA

(Continued from Page 1)

usement Tax Rates in this Province. Our Association, on behalf of all the Theatre Owners of this Province, has been working on this problem since 1953 and a lot of groundwork has been done by our Amusement Tax Committee towards bringing Provincial Treasurer, Ron Turner, to understand our problem.

"It is hoped that some action will be taken by our Government at the next sitting, around Feb. 1st—but in the meantime we cannot afford to leave any stone unturned in our efforts to make the Manitoba Government realize just how important it is to the over-all economy of the Province to reduce the Amusement Tax Rates now.

"You, being an Exhibitor, know how important your Movie House is to their business? Does your Chamber of Commerce know that in many cases where theatres have closed, that the businessmen of the area had to get together to reopen the theatre, to operate it themselves? Let me put it to you plain —do the Boys on Main Street know what would happen to their business if you closed your doors tomorrow? Do they realize that your problem at present is also their problem?

"They don't know any of this! —Why?—Your Chamber of Commerce cannot be expected to have full realiaztion of the importance of the Movie House in the Community unless **you tell them.**

"It's important to you—as well as every Exhibitor in Manitoba—that during the next two weeks **you** make a definite point of speaking with the Business Leaders in your Community who are the important members of the Chamber of Commerce. Put it on the line to them in plain language. Explain to them how important your theatre is to **them.** Explain the problem our industry is up against with the present high Amusement Tax Rates.

"A Resolution from your Chamber of Commerce, directed to your own M.L.A., pleading for his support and action towards lowering Amusement Tax Rates in this Province should not be too hard to get. For the welfare of our business it is imperative that you make every effort to obtain such a resolution so that it reaches your M.L.A. before January 20, 1956. Also please drop us a line about it.

"Our Industry has a sound case for Amusement Tax Reductions, and if every Exhibitor does his part by acting now, positive results most surely will be obtained .

"The Motion Picture Industry offers a challenge to every Exhibitor today such as never before in its history. I plead with you to accept this challenge and get into the battle by **acting now** on this important Amusement Tax problem. I know I can count on you not to let us down, so join your fellow exhibitors throughout the Province and do your equal share —talk to the businessmen, convince them it is just as important to them as to you that your Movie House stay open—get them to send that resolution to your M.L.A.—you'll be glad you did it."

Bomb Hoax Scare

Saint John: A Bomb scare on Thursday, January 5th, emptied the Strand Theatre, Saint John (Odeon-Garson) just as the afternoon matinee was to commence. About 100 patrons were hustled out of this theatre after a theatre employee received an anonymous telephone call. The caller said a time bomb was fixed to go off in the theatre at 2 o'clock. Theatre Manager Douglas King immediately notified police, and the patrons, mostly children — (among them the young son of the Chief of Police) were hustled out of the building before show time.

Police and fireman blocked off the building and began a painstaking search. Nothing was revealed and indications were that the call was a hoax. Much publicity was given to the article in next day's newspaper when Chief of Police Oakes impressed that this was a most serious offence.

Warner Bros. & Jaguar Sign Deal For 4 Years

Burbank: Jack L. Warner, executive producer, announced that Alan Ladd's Jaguar Productions and Warner Bros. have signed a new contract which will continue the association of the independent production unit with the studio for another four years. The first film under the new contract will be "Buffalo Grass," a western story written by Frank Gruber, which will get under way after Ladd completes "Santiago" in which he co-stars with Rossana ("Helen of Troy") Podesta.

Wagner Signs For 6 With RKO Radio

Hollywood: RKO Radio Pictures and Walter Wanger Pictures, Inc., concluded negotiations for Walter Wanger to produce six motion pictures for RKO in the next three years.

CENSORSHIP

(Continued from Page 1)

J. Silverthorne, when informed of the call for one censor board for all of Canada referred to a story published in a Canadian magazine in 1946 quoting him as saying, "eventually I think it will be the only logical solution (Dominion censorship-Ed.) of the Canadian censorship problem. It seems to me we could get along very nicely with fewer boards, one for Quebec and one for the rest of Canada." Mr. Silverthorne concluded by stating, "I'm still of the same opinion."

The Canadian Motion Picture Distributors Assoc. office when queried on the above issued the following statement. "The CMPDA will study with interest any proposal to establish a Board of Censors to approve films for theatrical showing in the four Western provinces."

Censorship fees exacted from distributors' theatrical motion pictures amount to nearly one-half million dollars a year in Canada. The amount charged is considered unjust for the following reasons: (a) If censorship is a function of government to protect the morals of its citizens, then government should pay the costs of administering censorship. (b) The total of fees collected is far in excess of the amount required for administration. (c) The total paid by the Canadian Film Distributors is for a repetition of services in eight provinces causing a severe financial burden made additionally onerous by the diversified opinion of those censoring films in the various provinces.

As guest speaker at a recent meeting of women's groups who are members and publishers of "Joint Estimates of Canadian Entertainment Films", Clare Appel, executive director of the CMPDA said that, "unanimity of opinion as to what was moral or immoral was impossible to obtain." He stated that "much diversity of opinion existed between the various censor boards," and gave as an example, the "Adult" classification given 36 pictures released by one distributor. The variations ranged from 2 to 22.

No censorship prevails for films shown on television. In many instances motion pictures that have been subjected to censorship have later been shown on TV in their original uncensored form and, of course, without paying a fee. A motion picture film can be banned by censorship, yet the same film may be shown in its entirely by television. Newsreels appear on TV unregulated but if shown in a theatre, are subjected to censorship.

The Winnipeg Tribune reported Shuttleworth's statement and headed its story with West Censor Board May Replace 'Hodge-Podge.'

"A national film censorship board to replace the present hodge-podge of provincial censorship is needed, especially in the face of growing use of films by television, Manitoba provincial officials believe.

"But they see little hope that Quebec would agree to national film censorship. If national censorship comes, it will probably have to be set up for the other nine provinces.

"Before the advent of television all films shown in Manitoba had to be passed by the provincial censorship board. But television has created a dual system.

"Films shown on TV are subject to CBC censorship only since television is under federal jurisdiction. The provincial censorship board cannot censor TV films. But films shown in theatres must still pass the board.

"To get uniformity again, all film censorship would have to be put in the hands of a single federal authority to which the provinces would yield their powers.

"Manitoba's Amusement Act already contains powers for this province to join with others in an interprovincial film censorship set up.

Utilities Minister C. L. Shuttleworth, minister in charge of the censor board, thinks a first step might be creation of a single board for Western Canada. He is considering approaching other western provinces about it.

"Manitoba's board already censors films for northwest Ontario, and its viewing facilities are used by the Saskatchewan board, whose territory now includes part of eastern Alberta.

"National film censorship would do away with the system under which Ontario residents may see "La Ronde" — a prize-winning French film—but Manitobans may not.

"Saskatchewan residents are barred from seeing certain scenes in a Disney nature film — unless they come to Manitoba to see it. It's a similar story all across Canada.

"Manitoba officials say that to transfer censorship to the national level would be a natural development. Censorship of films began as a municipal affair in cities, then was taken on by the provincial governments when it became a province-wide problem. It is now a natinal problem, provincial officials say."

20TH MAKES HISTORY IN FEBRUARY!

RODGERS & HAMMERSTEIN'S

CAROUSEL

THE FIRST MOTION PICTURE IN

CINEMASCOPE 55

MORE THAN YOUR EYES HAVE EVER SEEN

TURN THE PAGE

....ALSO AVAILABLE IN

BROTHER AGAINST BROTHER, MAN AGAINST WOMAN IN THE RANCH SOCIETY JUNGLE OF TODAY'S GREAT SOUTHWEST!

VAN JOHNSON · JOSEPH COTTEN
RUTH ROMAN · JACK CARSON

THE BOTTOM OF THE BOTTLE

COLOR by DE LUXE

CINEMASCOPE

with Margaret Hayes,
Bruce Bennett, Brad Dexter
Produced by BUDDY ADLER
Directed by HENRY HATHAWAY
Screenplay by SYDNEY BOEHM
From a story
by Georges Simenon

CLI

FEBRUARY FROM 20TH!

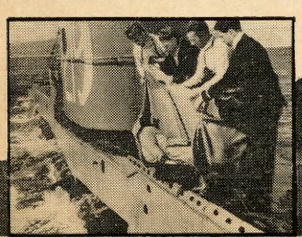
THE STRANGEST SPY STORY IN THE ANNALS OF NAVAL ESPIONAGE!

FTON WEBB · GLORIA GRAHAME

THE MAN WHO NEVER WAS

COLOR by DE LUXE
CINEMASCOPE

with Robert Flemyng,
Josephine Griffin, Stephen Boyd
Directed by RONALD NEAME
Screenplay by NIGEL BALCHIN
From the novel by Ewen Montagu



THE GREATEST, MOST DANGEROUS FRONTIER OF THEM ALL . . . JUST 17 MILES FROM YOUR HOME—STRAIGHT UP!

GUY MADISON · VIRGINIA LEITH
JOHN HODIAK · DEAN JAGGER

ON THE THRESHOLD OF SPACE

COLOR by DE LUXE
CINEMASCOPE

Produced by WILLIAM BLOOM
Directed by ROBERT D. WEBB
Screenplay by SIMON WINCELBERG

PUBLIC RELATIONS

(Continued from Page 1)

is the first step, in what is hoped to be a continuing program of activity, to give life to the re-activized Public Relations Committee and its aim, "to stimulate our business throughout the country."

A complete manual of the plan, it is expected, will be mailed out to all provincial theatre associations as quickly as possible for transmission to their members. It was pointed out during discussion of the plan, that the key to any successful program that the Public Relations Committee could develop would depend on its base being centered in the local theatre manager and that this was responsible for the tremendous success of the COMPO Audience Awards plan in the United States.

The plan, in essance is a simple one, with no necessary fund raising from individual theatres across the country needed, before launching it. There are costs, of course, but small ones to all theatres participating.

Wide-awake exhibitors, theatre managers associations and theatre owners should get their bids in early to their provincial associations for the completed manual, which will carry complete instructions and suggestions for the successful follow through of this first industry wide project, and take advantage of the normal Academy Award Fever which is engendered every year.

The following is a brief outline of the proposed plan. To provide ballots listing the six top categories in the Academy Awards with voting by the public to start on March 1 and continuing up to the night previous to the Academy Awards, March 20th, with prizes for those whose voting is the same as the Academy Award winners in the six categories.

The six categories suggested are for Best Picture, Best Male Star, Best Female Star, Best Female Supporting Player, Best Male Supporting Player, Best Director and Best British or Foreign Picture.

The Academy Award nominations, five of which are made for each category, is made public early in February and the ballots will list the five nominees in each of the categories listed above.

The successful promotion of this plan will naturally depend completely on the work of the managers and staffs of the theatres in each community, as the promotion will be a complete entity in each city. To institute it, in Guelph for example, all that is necessary is for the managers of the three theatres to meet, decide on one person to contact local merchants for prizes (a sketch of a lobby display giving proper credits to the merchants participating will be included in the manual), one person to handle the mechanics, such as the printing of the ballots (with mats or electros being available from Toronto) the ordering of the lobby displays and the trailer from Associated Screen News, who are being asked to produce them; and one person or even better all three to contact their local newspapers, radio stations and TV station if there is one, for support. The manual will contain suggested stories, radio spots, etc.

The cost of the project to each theatre as Mr. Chaplin put it, would consist of (1) The amount of hard work put forth by the Manager and his staff to put the plan over.

(2) Cost of special trailer and printing of ballots.

(3) Special display signs for lobby.

The meeting assigned many of those present to specific jobs to provide assistance to the successful follow through on the local scene, with national press, radio and TV coverage. Those present in addition to Mr. Chaplin, Mr. Bolstad and Mr. Fisher were Walter Kennedy, Empire-Universal; Mort Margolius, Famous; Arch Jolley, MPTA of Ontario; Clare Appel, CMPDA; Archie Laurie, United Artists; Ralph Dale, National Theatres; Chet Friedman, MGM; Jimmy Nairn and Bert Brown, Famous; Irving Herman, Warner Bros.; Hye Bossin, Film Weekly and Max Chic, Digest.

Gardner Appointed Fisher's Assistant

Toronto: Mr. Frank H. Fisher, Vice President of The Odeon Theatres (Canada) Limited, announced the appointment of Mr. Robert Gardner as his Assistant.

Mr. Gardner entered the film industry in 1940 joining Odeon in 1942. He served in the RCAF from 1943-1946 and was discharged with the rank of Flying Officer, having been stationed in England attached to a Transport Command Squadron.

He has served in various capacities since returning to Odeon and will continue to be in charge of the special Children's Movie Clubs, Odeon Gift Book Sales and Screen Advertising Departments.

KNOW YOUR INDUSTRY

Hollywood is a vast goldfish bowl wherein every move, action, whim and folly of its more celebrated inhabitants are constantly observed and charted.

The doings and the undoings of no professional group, including those in the highest echelons of government, are under closer scrutiny than the 150 people of the American screen whose names are regarded as news in the global press.

Visitors to Hollywood are amazed to learn that 70 per cent of the 24,000 people who work in the American film studios are married; that over 70 per cent of them have never been divorced; that 70 per cent have children; that 61 per cent are regular members of Hollywood churches; and that Hollywood is one of the poorest nightclub communities in America.

"KNOW YOUR INDUSTRY" IS ONE OF A SERIES OF ARTICLES CONTAINING GENERAL INFORMATION THE DIGEST INTENDS TO PUBLISH FROM TIME TO TIME PROVIDING INFORMATION THAT CAN BE USED AS SPEAKER NOTES OR TURNED OVER TO YOUR LOCAL NEWSPAPER FOR PUBLICATION.

While a number of stars betake themselves on Sunday to the golf course, the swimming pool or the mountain retreat, many others will be found at worship. Drop in at the Community Presbyterian Church and it's a good bet you'll find James Stewart singing hymns while his two sons pass out the collection plates. At the same Church, Glenn Ford and his son will be attending services while his wife, Eleanor Powell, conducts a weekly Bible program on a local television station. At the Church of the Good Shepherd, you're likely to spot Bing Crosby, Maureen O'Sullivan, Irene Dunne, Loretta Young, George Murphy and Ann Blyth — all of whom are Catholics in more than name only.

The largest Presbyterian congregation in America is found in Hollywood. Its youth classes are led by people like Colleen Townsend, Virginia Mayo and her husband Michael O'Shea. Among the film colony's Christian Scientists are Joan Crawford, Ginger Rogers, Doris Day, Elizabeth Taylor, Alan Ladd, Ray Milland and Mary Pickford.

Jews have always had a particular affinity for show business and they too are well represented in the congregations of the local temples and synagogues. Among their devout are Kirk Douglas, Edward G. Robinson, Eddie Cantor, Danny Kaye and Jack Benny.

Just about every big name in Hollywood, at one time or another, has attended the religious discussion groups which were started six years ago by two young actresses. One of the most untiring workers in this movement is a girl whose screen roles give little indication of her real-life spiritual and religious zeal — Jane Russell.

Evidence of Hollywood's heart is the time, talent and effort it gives in behalf of humanitarian, charitable and public welfare causes. The stars, each year, help solicit countless millions of dollars for national and international fund-raising campaigns such as those conducted by the Red Cross, Boy Scouts and the many organizations set up to combat disease.

The Hollywood Co-ordinating Committee, a film industry unit which acts on hundreds of requests received by the studios each year for free personal appearances of movie stars, recently issued a report stating that in 1954 alone screen actors and actresses performed a total of 3,800 missions for philanthropic causes.

As impressive as these figures are, they don't take into account scores of other projects undertaken by film people in behalf of their fellow-man. Mrs. Spencer Tracy, for example, is director of the John Tracy Clinic, an infirmary for the deaf. Dennis Morgan heads a group that concerns itself with building character in youth. William Holden devotes considerable time to his post as a Commissioner of Parks in Los Angeles, concentrating on play areas for youngsters. Bob Hope is national chairman of the cerbral palsy fund campaign and is one of Hollywood's most resolute workers in a wide variety of other charitable endeavors. Bud Abbott and Lou Costello for many years provided health and recreation facilities for the underpriviliged through the Lou Costello, Jr. Youth Foundation. Esther Williams gives swimming instruction and is an arduous fund-raiser for visually handicapped children.

A balanced look at Hollywood reveals there's much — very much — that's good and wholesome and inspiring in the off-screen lives of those whose professional talents bring moments of pleasure to so many millions. It remains the unhearalded side of the fabulous movie town.

Chatter... That Could Matter!

By MAX CHIC

No one will believe this but it's true . . . **Bill Forman,** that genial, and it seemed permanent bachelor, has succumbed to one of the nicest gals we know **Sari Grossman** . . . the nupitals have been set for April 11th . . . according to reliable reports the deal made by **Bill** is 50-50 terms as it should be . . . the response to **David Lipton's** address carried in the **Digest** has received wide-spread comment, with some theatre supervisors urging via letter, careful study of the complete speech.

Chet Friedman, MGM's Canadian publicist has started the New Year off with two top promotions . . . in the **Canadian Home Journal,** a three month contest will start in March tied-in with "Meet Me In Las Vegas" with readers asked to identify **MGM** stars from photos of them as children . . . the winner gets a one week trip to Las Vegas and Hollywood . . . the mag will have **Cyd Charisse** on its front cover to launch the promotion, provide one sheets for 200 theatres, ½ million book marks, radio advertising, delivery truck banners and window cards.

The other **MGM** promotion is with **Liberty** magazine for a two month serialization of "Bhowani Junction" starting in March and for "I'll Cry Tomorrow" in May . . . **Liberty** will also provide one sheets, truck snipes for the promotion.

Warner's "Helen of Troy" will premiere in Toronto, Edmonton, Montreal, Winnipeg, Calgary, Vancouver and Ottawa on January 26th . . . the **Pioneers** annual meeting on January 23rd at the **King Edward Hotel** will start at 4 pm with Registration, cocktails at 6 and dinner at 7.

The **Hamilton Spectator** gave out-going **Odeon** city supervisor **Steve McManus** and in-coming city supervisor **Wannie Tyers** an excellent spread with detailed histories of their careers . . . **Paramount's** hockey team is on the move . . . they won their second game in a row, winning with a score of 1 to 0 over Ottawa last week . . . **Gordon Lightstone** is over-joyed and predicts even better results before the wind-up of the season.

"Bundle of Joy"

Hollywood: A "Bundle of Joy" is the final title for the Debbie Reynolds — Eddie Fisher co-starring comedy with music which begins filming in May, it was announced by the RKO management.

To be produced for RKO by Edmund Grainger , "Bundle of Joy" was originally announced under the title of "Every Mother Should Be Married."

Disney Profits Up

Los Angeles: Consolidated net profit of Walt Disney Productions in the fiscal year ended October 1, 1955, was $1,352,576, equal to $2.07 a share on the 652,840 shares of common stock outstanding, President Roy O. Disney said in the Annual Report to Shareholders. This compared with a profit of $733,852, or $1.12 a share, in 1954 fiscal year. Provision for income taxes was $1,150,000 in 1955 and $840,000 in 1954.

CAPAC Fees Same

Ottawa: Formal announcement was made Jan. 10 that the performing right fees for 1956 of the Composers, Authors and Publishers Association of Canada for theatre use of compositions in its repertoire would remain unchanged from the previous schedule, based on seating capacity.

Brantford Managers Aid Variety Village

Brantford: The Brantford Theatre Managers Association organized the first benefit show of the season for Variety Village Vocational School, the screen and stage performance being held at the Capitol Theatre, where Bill Burke is the manager, on Sunday evening, Jan. 15, with the co-operation of all local managers and exhibitors. The master of ceremonies was Gerald Peters of Music Hall fame.

McLean To Pakistan

Ottawa: Formerly the commissioner of the National Film Board, Ross McLean has been loaned by the United Nations Educational, Scientific and Cultural Organization, Paris, to the Government of Pakistan to co-operate with the authorities at Karachi in the establishment of a motion picture bureau there. McLean has been making his headquarters in Paris, France, but was recently in Ottawa.

Glenboro Re-Opened

Glenboro: The theatre at Glenboro, Man., closed for the Winter months by the owner, has been taken over by the Glenboro Chamber of Commerce as of December 31st, and will be operated by them for a three month period.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
The Desperate Hours (Para.) VV with Humphrey Bogart.

SHEA'S
Rebel Without A Cause (WB) C'Scope & WarnerColor with James Dean.

UNIVERSITY & EGLINTON
The Deep Blue Sea (20th-Fox) C'Scope with Vivien Leigh.

LOEW'S
Man With The Gun (UA) with Robert Mitchum.

UPTOWN
2nd wk. The Spoilers (E-U) Tech. with Anne Baxter.

ODEON
4th wk. Guys & Dolls (MGM) & Tech. with Marlon Brando.

HYLAND & CHRISTIE
4th wk. Doctor At Sea (JARO) VV & Tech with Dirk Bogarde.

TOWNE CINEMA
4th wk. African Lion (E-U) Tech.

MONTREAL

LOEW'S
Rains of Ranchipur (20th-Fox) C'Scope & Color with Lana Turner.

CAPITOL
Rebel Without A Cause (WB) C'Scope & WarnerColor with James Dean.

PALACE
2nd wk. Tender Trap (MGM) C'Scope & Color with Frank Sinatra.

PRINCESS
Night of the Hunter (UA) with Robert Mitchum.

KENT
African Lion (E-U) Tech.

AVENUE
4th wk. Doctor At Sea (JARO) VV & Tech. with Dirk Bogarde.

SEVILLE
3rd wk. Guys & Dolls (MGM) C'Scope & Tech. with Marlon Brando.

WINNIPEG

CAPITOL
Blood Alley (WB) C'Scope & WarnerColor with John Wayne.

ODEON
Seven Cities of Gold (20th-Fox) C'Scope & Color with Richard Egan.

GARRICK
3rd wk. Guys & Dolls (MGM) C'Scope & Tech. with Marlon Brando.

MET
The Desperate Hours (Para.) VV with Humphrey Bogart.

GAIETY
Mr. Hulot's Holiday (JARO).

VANCOUVER

CAPITOL
The Desperate Hours (Para.) VV with Humphrey Bogart.

ORPHEUM
2nd wk. Rains of Ranchipur (20th-Fox) C'Scope & Color with Lana Turner.

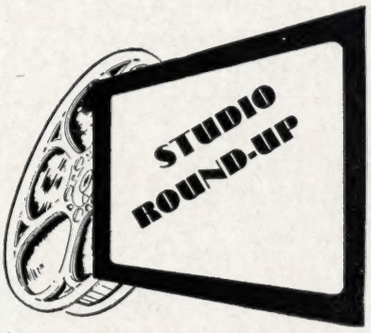
ODEON
3rd wk. Guys & Dolls (MGM) C'Scope & Tech. with Marlon Brando.

STRAND
African Lion (E-U) Tech.

SAINT JOHN

PARAMOUNT
Good Morning, Miss Dove (20th-Fox) C'Scope & Color with Jennifer Jones.

STRAND
Spoilers (E-U) Tech. with Anne Baxter.



"Bandoola" new title for the **Hecht-Lancaster** Burmese adventure story formerly titled "Elephant Bill," with **Sophia Loren** in feminine lead, for **United Artists** release. **Columbia** completes working schedule for **Kim Novak** which will keep her busy until end of 1956; she will portray Zuleika in "Joseph and His Brethern" and will have one of the femme leads in "Pal Joey."

Warners to release "John Paul Jones" story of the Revolutionary War hero, which **Jesse L. Lasky, Jr.** is writing for film production by **Admirality Pictures. Metro** announces that **Doris Day** and **Howard Keel** will be co-starred in **Eugene O'Neill's** "Anna Christie" which will be filmed as a dramatic musical.

JARO's comedy "Who Done It?" is **Benny Hill's** first starrer for that company. **Tyrone Power** launches his 1956 schedule for **Columbia** with original screenplay "Seven Waves Away," which goes before the cameras in the early spring.

Paramount sign **Paul Douglas** to co-star with **John Derek** in "The Leather Saint." **Marlon Brando** slated to participate in Japanese premiere of "Guys and Dolls" April 4th, while he is in Japan for his stint in "The Teahouse of the August Moon," a **Metro** production.

Rank Contract Star Big On USA TV

New York: Jean Carson, the bouncing redhead, has been rated the Most Promising New Star of American Television. Jean — Jeannie — as the Americans call her — has a Rank Organization contract which permits her to work either in American TV or stage for much of the year.

The award she has just won in the United States, follows her starring roles in current television "spectaculars". Jean was nominated for it by Motion Picture Daily, which organized the poll.

In Britain, she co-stars with Donald Sinden, Diana Dors and James Robertson Justice in a rollicking comedy; to be released in Canada during May of this year; called An Alligator Named Daisy.

THE LITTLE MAN WITH THE BIG TALENT . . . AS A FILING-CLERK IN THE FOREIGN OFFICE WHO IS MISTAKENLY SENT TO THE GENEVA CONFERENCE . . .

(pronounced Whiz-Dumb) →

HE'S A TRIPLE THREAT to your funnybone

and 3 times funnier!

NORMAN WISDOM

England's Funniest Man, Most Beautiful Girls and Latest Song Hits in a Riot of Fun! . . .

MAN OF THE MOMENT

LANA MORRIS
BELINDA LEE
JERRY DESMONDE

A J. ARTHUR RANK ORGANIZATION PRESENTATION

Another smash hit from

JARFD

J. ARTHUR RANK FILM DISTRIBUTORS (CANADA) LIMITED